



Subject card

Subject name and code	Data communication and self-presentation, PG_00072183						
Field of study	Economic Analytics						
Date of commencement of studies	October 2025	Academic year of realisation of subject			2026/2027		
Education level	first-cycle studies	Subject group			Optional subject group Subject group related to scientific research in the field of study		
Mode of study	Part-time studies	Mode of delivery			at the university		
Year of study	2	Language of instruction			Polish		
Semester of study	3	ECTS credits			2.0		
Learning profile	general academic profile	Assessment form			assessment		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		Damian Ciachorowski				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	16.0	0.0	0.0	0.0	16
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	16		3.0		31.0	50
Subject objectives	to prepare students to communicate data effectively and present themselves confidently in professional and interdisciplinary contexts, drawing on knowledge of communication methods and information presentation, and to foster attitudes towards responsible and ethical decision-making and collaboration in the context of creating economic, social and environmental value.						
Learning outcomes	Course outcome	Subject outcome			Method of verification		
	[K6_U03] collaborates with others in solving interdisciplinary problems.	is able to collaborate with others in solving interdisciplinary problems, using data communication techniques and self-presentation tools to analyse and present solutions.			[SU4] Assessment of ability to use methods and tools [SU5] Assessment of ability to present the results of task		
	[K6_K02] is prepared to make competent and ethical decisions to create and maintain economic, social, and environmental values, demonstrating entrepreneurial actions.	is able to make informed and ethical decisions regarding data communication and self-presentation, in particular through participation in group tasks and reflection on how information is presented during classes on data communication and self-presentation.			[SK4] Assessment of communication skills, including language correctness [SK5] Assessment of ability to solve problems that arise in practice		

Subject contents	<p>Course content – exercises The course is practical in nature and focuses on the lifecycle of an analytical project, from raw data to strategic recommendations. Working in groups, students learn how to transform numbers into a coherent narrative that supports the achievement of organisational and societal goals.</p> <p>Objectives and course content</p> <p>The main focus of the course is on solving interdisciplinary problems. Students tackle challenges at the intersection of technology, business and the social sciences, which requires them to make effective decisions under conditions of analytical uncertainty.</p> <p>During the semester, particular emphasis is placed on: Ethics and Responsibility</p> <ul style="list-style-type: none"> • Collaboration: Building effective project teams, delegating tasks and managing conflicts. • Data communication: Translating complex statistical results into language that stakeholders can understand (data storytelling). • Self-presentation: Professional public speaking and defending developed solutions before an audience. <p>Data analysis is not just a technique; it is also a great responsibility. As part of the course, students analyse ethical aspects of an analysts work, ranging from privacy protection to avoiding manipulation through data visualisation. Every project must take into account its impact on the environment, striving to create economic, social and environmental value.</p> <p>The framework programme in a nutshell</p> <p>I. Problem definition design thinking, identification of social and market needs.</p> <p>II. Analysis and synthesis a critical approach to data, problem-solving.</p> <p>III. Inference fact-based decision-making, analysis of ethical risks.</p> <p>IV. Project finale self-presentation of results, data visualisation and communication.</p>											
Prerequisites and co-requisites												
Assessment methods and criteria	<table border="1"> <thead> <tr> <th data-bbox="453 1240 794 1263">Subject passing criteria</th> <th data-bbox="799 1240 1141 1263">Passing threshold</th> <th data-bbox="1145 1240 1493 1263">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="453 1270 794 1323">Evaluation of the project presentation</td> <td data-bbox="799 1270 1141 1323">60.0%</td> <td data-bbox="1145 1270 1493 1323">50.0%</td> </tr> <tr> <td data-bbox="453 1330 794 1352">Assessment of a group project</td> <td data-bbox="799 1330 1141 1352">60.0%</td> <td data-bbox="1145 1330 1493 1352">50.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Evaluation of the project presentation	60.0%	50.0%	Assessment of a group project	60.0%	50.0%
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Recommended reading	Basic literature	<p>Bicek, P., Discover! Reveal! Explain! A collection of essays on the art of data presentation, Warsaw 2014</p> <p>Duarte, D., Slideology: The Science and Art of Creating Brilliant Presentations, Gliwice 2011</p> <p>McCandless D., Information Is Beautiful, Warsaw 2015</p> <p>Korsak W., Information Visualisation in Business, Gdynia 2015</p>										
	Supplementary literature	<p>Knaflig, C. N. (2015). Storytelling with Data: A Data Visualization Guide for Business Professionals</p> <p>Tufte, E. R. (2001). The Visual Display of Quantitative Information</p> <p>Sabaj et al. (2020) Empirical Literature on the Business Pitch: Classes, Critiques and Future Trends</p>										
	eResources addresses											

Example issues/ example questions/ tasks being completed	
Practical activities within the subject	Not applicable

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